

## In The Claims

Please amend Claims 1 and 20 as follows (Clean copy):

Sub 1  
A1 In a system including an advice consumer for gathering broadcast information from a communications medium, a communications system comprising:

an advice provider which broadcasts information over a communications medium to a third party to target information of interest to consumers;

wherein said advice consumer is advised of said information if said information meets certain predetermined relevance criteria;

a reader resident with said advice consumer that determines relevance of said broadcast information; and

wherein said advice provider offers highly targeted advice without compromising individual privacy.

Sub 3  
A2 20. In a system including an advice consumer for gathering broadcast information from a communications medium, a communications method comprising the steps of:

providing one or more advice providers which broadcast information over a communications medium to a third party to target information of interest to advice consumers;

advising said advice consumer of said information if said information meets certain predetermined relevance criteria;

providing a reader resident with said advice consumer that determines relevance of said broadcast information; and

said advice provider offering highly targeted advice without compromising individual privacy.